## EXHIBIT 4

Advertise

Support

## Business Help Center

Q Hi Sarah, how can we help?

SEARCH

## About Fact-Checking on Facebook

9,561 views

We're committed to fighting the spread of misinformation on Facebook and Instagram. In many countries and regions, we work with independent, third-party fact-checking organizations who are certified through the non-partisan International Fact-Checking Network (IFCN) to identify, review and take action on this content. Read more about our partnerships here and learn about the elements of our program below.

- · Rating Options for Fact-Checkers
- Program Policies
- · Facebook's Enforcement of Fact-Checker Ratings
- · Issue a Correction or Dispute a Rating

The focus of this fact-checking program is identifying and addressing viral misinformation, particularly clear hoaxes that have no basis in fact. Fact-checking partners prioritize provably false claims, especially those that are timely or trending and important to the average person.

Fact-checking partners do not prioritize claims that are inconsequential or consist of minor inaccuracies. Additionally, the program is not meant to interfere with individual expression, opinions and debate, clearly satirical or humorous content, or business disputes.

How the program works

Our program includes several key steps:

- Identify false news: We identify potential misinformation using signals, like feedback from people on Facebook, and surface the content to fact-checkers. Fact-checkers may also identify content to review on their own.
- Review content: Fact-checkers will review content, check its facts, and rate its accuracy.
   This happens independently from Facebook, and may include calling sources, consulting public data, authenticating videos and images, and more.
- Clearly label misinformation and inform users about it: We apply a label to content
  that's been reviewed by fact-checking partners, so people can read additional context. We
  also notify people before they try to share this content, and people who have shared it in the
  past.
- Ensure fewer people see misinformation: Once a fact-checker rates a piece of content as
  False, Altered or Partly False, it will appear lower in News Feed, be filtered out of Explore on
  Instagram, and be featured less prominently in Feed and Stories. This significantly reduces
  the number of people who see it. We also reject ads with content that has been rated by
  fact-checkers.
- Take action against repeat offenders: Pages, groups, accounts, and websites that
  repeatedly share misinformation will face some restrictions, including having their
  distribution reduced. This includes content rated False or Altered by fact-checking partners;
  content that is near-identical to what fact-checkers have debunked as False or Altered; and
  content we enforce against under our policies on COVID and vaccine misinformation.
  Repeat offenders may also have their ability to monetize and advertise removed, and their
  ability to register as a news Page removed for a given time period.

Was this information helpful?  ○ Yes ○ No			Permalink - Share
More in this section: NEWS			
OVERVIEW	-	ENFORCEMENT	+
> Fact-checking on Faceboo	k	CORRECTIONS AND DISPUTES	+
RATING OPTIONS AND PROGRAM POLICIES	+		

## 

Facebook can help your large, medium or small business grow. Get the latest news for advertisers and more on our <a href="Meta-for-Business Page">Meta-for Business Page</a>.

Marketing on Facebook	Marketing objectives	Facebook Pages	Facebook ads	Resources
Success stories	Build your presence	Get started with Pages	Get started with ads	Ads Guide
Measurement	Create awareness	Setting up your Page	Buying Facebook ads	Business Help Center
Industries	Drive discovery	Manage your Facebook Page Promote your Page Create and boost Facebook posts	Ad formats	Audience Network
Inspiration	Generate leads		Ad placement	Facebook Blueprint
Events	Boost sales		Choose your audience	Facebook for Developers
News	Earn loyalty		Measure your ads	Facebook IQ
Sitemap		Messaging on your Page Mana Page Insights	Managing your ads	Facebook Business Partners
				Instagram Business
				Visit our Facebook Page
				Support

English (US) English (UK) Español Português (Brasil) Français (France) Español (España) More languages >

© 2022 Meta About Developers Careers Privacy Cookies Terms Help Center